

Mobile Application Privacy Policy

Last modified: January 25, 2018

Introduction

Balance House; Balance House Proper; and Beta, by Balance House, (collectively, the “**Company**” or “**We**”), respect your privacy and are committed to protecting it through their compliance with this policy. This policy describes:

- The types of information we may collect or that you may provide when you download/install, access, or use the Company’s mobile application (the “**App**”).
- Our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies only to information we collect in this App and in email, text, and other electronic communications sent through or in connection with this App and our computers.

This policy DOES NOT apply to information that:

- We collect offline or on any other Company apps or websites, including websites you may access through this App.
- You provide to or is collected by any third party

Our websites and apps, and these third parties have their own privacy policies, which we encourage you to read before providing information on or through them.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, do not download, register with, or use this App. By downloading, registering with, or using this App, you agree to this privacy policy. This policy may change from time to time, which updated policy may be viewed in-App. Your continued use of this App after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

Information We Collect and How We Collect It

We collect information from and about users of our App:

- Directly from you when you provide it to us.
- Automatically when you use the App.

Information You Provide to Us.

When you download, register with, or use this App, we may ask you to provide information:

- By which you may be personally identified, such as name, email address, telephone number, or any other identifier by which you may be contacted online or offline (“**personal information**”).
- That is about you but individually does not identify you, such as:
 - Information that you provide by filling in information in the App. We may also ask you for information when you report a problem with the App.
 - Records and copies of your correspondence, if you contact us.
 - Your location information, including when you are leaving a designated location, when you expect to return to such designated location, the name and/or address of your intended destination, and when you return.

Automatic Information Collection and Tracking.

When you download, access, and use the App, it may use technology to automatically collect:

- **Usage Details.** When you access and use the App, we may automatically collect certain details of your access to and use of the App, including traffic data, location data, and other communication data and the resources that you access and use on or through the App.

- **Device Information.** We may collect information about your mobile device and internet connection, including the device's unique device identifier, operating system, browser type, mobile network information, and the device's telephone number.
- **Location Information.** This App collects real-time information about the location of your device. The primary purpose of the App is to provide real-time information on your location – when you leave a designated location, when you expect to return to the designated location, the name and/or address of your intended destination, and when you return.

Information Collection and Tracking Technologies. The technologies/tools we use for automatic information collection may include:

- **Cookies (or mobile cookies).** A cookie is a small file placed on your smartphone. It may be possible to refuse to accept mobile cookies by activating the appropriate setting on your smartphone. However, if you select this setting you may be unable to access certain parts of our App. Temporary cookies, or session variables, may be employed for login purposes.
- **Web Beacons.** Pages of the App may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count how often you use the APP and for other related app statistics.
- The App is used to ping your GPS and record and store location data for up to 30 days.

Third-Party Information Collection

When you use the App or its content, certain third parties may use automatic information collection technologies to collect information about you or your device. These third parties may include:

- Your mobile device manufacturer.
- Your mobile service provider.

These third parties may use tracking technologies to collect information about you when you use this app. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites, apps, and other online services websites. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information, to:

- Provide you with the App and its contents.
- Carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including providing us with real-time location information.
- Notify you when App updates are available, and of changes to any products or services we offer or provide through it.
- Provide us with your real-time location information, including time away from a designated location, last location, and intended destination(s) when leaving a designated location.

The usage information we collect helps us to improve our App and to deliver a better and more personalized experience by enabling us to:

- Provide more accurate real-time location information.
- Improve communications between you and us when using the App. Please note that we may occasionally send you SMS messages on your mobile device housing the APP.
- Recognize you when you use the App.

Disclosure of Your Information

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

In addition, we may disclose personal information that we collect or you provide:

- To our subsidiaries and affiliates.

- To contractors, service providers, and other third parties we use to support our business.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of the Company's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by the Company about our App users is among the assets transferred.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.
- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Company, our customers or others.

Accessing and Correcting Your Personal Information

You may also send us an email at micah@balancehouseut.com to request access to, correct, or delete any personal information that you have provided to us. We cannot delete your personal information except by also deleting your user account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement, cause the information to be incorrect, or breach any contract between you and us.

Data Security

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. All information you provide to us is stored on our secure servers behind firewalls.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our App, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Unfortunately, the transmission of information via the internet and mobile platforms is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted through our App. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures we provide.

Changes to Our Privacy Policy

We may update our privacy policy from time to time. If we make material changes to how we treat our users' personal information, we will post the new privacy policy on this page with a notice that the privacy policy has been updated and notify you by text message to the primary phone number specified in your account.

The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable phone number for you and for periodically visiting this privacy policy to check for any changes.

Contact Information

To ask questions or comment about this privacy policy and our privacy practices, contact us at:

Telephone: (801) 669-3967

Email: micah@balancehouseut.com